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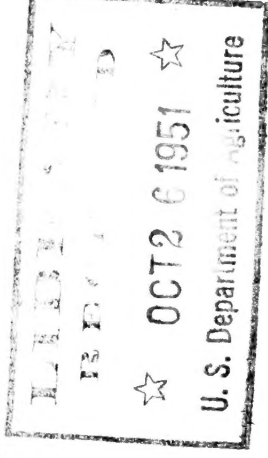
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Oct. 1951

RUSSWARD
Saintpaulia Growers

JONESBORO, ARK.

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News Letter

October, 1951

Dear Friends:

Hope you all haven't looked askance at the whimsical working of the classified ads we've had in the Flower Grower and Popular Gardening Magazines. We were looking through the classified ads last summer and decided they were dry-as-dust generally and wouldn't it be fun to do something about it? So we did.

Q. Have a dark blue violet which used to have a white edge but now is plain blue. Can you explain why? R.R., Mich.

A. This is the variety Lady Geneva with the hocus-pocus white edge. Now you see it; now you don't. This came up in the letter several months ago, and a dozen or so people wrote to make suggestions about it. General consensus: fertilize!

Q. Within the last month my darker varieties have acquired a streak of white on the petals. The streak is right down the center of the petals. Mrs. J.B., Colorado.

A. This is due to wide fluctuations of temperature, usually present late in the season when it's autumn at night, but the days are still summertime. Violets can take a range of about ten degrees without acting up. They will grow successfully between 65 and 75 degrees, or even between 90 and 100 degrees. If you live in a semi-tropical climate, let's say, and the daytime temperature hovers around 100, you'll get along all right unless your nighttime temperature drops below 90. If it does, you can expect certain irregularities such as the marked petals described above, or extra petals, or no anthers, or three or four anthers. Usually the trouble can be corrected merely by remembering to lower the windows in front of the plants at night.

Q. Have trouble with the leaves turning brown. Some in spots and one plant nearly brown all over. Leaves stand up erect and looks very healthy except for that. Mrs. F.B., Illinois.

A. Sounds like too much sunlight. This is a rare affliction unless you have a greenhouse. Over-exposure to sun will 1) make the foliage turn pale, after which it 2) turns a washed-out bronzy color, and if the exposure to sun continues it will 3) become nearly brown. If over-exposure occurs suddenly,—that is to say, if the plants have been

somewhat sheltered and are suddenly put in full sunlight, or if the weather suddenly turns off bright after weeks of overcast or cloudy skies, the plants may get a beautiful case of sunburn. This may be recognized by soft, brown spots on the leaves receiving the most direct rays. These soft spots ultimately become parched and crisp, and they will be there as long as the injured leaf is on the plant.

Q. How often should you repot an African Violet? Will it hurt to repot them while blooming? Mrs. C.O., Tennessee.

A. Once a year. After potting, plants can be expected to stop blooming for awhile until the root system has had a chance to adjust to the new location. If this "resting" period exceeds four weeks, however, there is something wrong. See below.

Q. I have a few violets that just refuse to grow. Definitely no mites. Mrs. R. B., Wisconsin.

A. Just for fun, let me give you a check-list of the most common mistakes made in growing violets.

a) Insufficient light. **LIGHT**, not sunshine. Bright cheerful rooms are just the things for violets. They can take a little direct sunshine early in the morning or late in the afternoon. This is the one single mistake most often made.

b) **TEXTURE** of the potting soil. Can you take a matchstick and readily scrape up the surface of the soil your violets are planted in? Or is it hard-packed and gummy, like clay? The texture is of more importance than the richness of any soil. No matter how much fertilizer you give your plant, if the soil is stiff and hard, the roots cannot take advantage of the nourishment that is there.

c) Many more people over-fertilize than under-fertilize. Follow the directions on the container.

d) Do you water much and rarely, or little and often? If you have a large collection, go over your plants about three times a week, and water according to the way the soil in each individual plant feels. If the soil feels on the dry side, give the plant one-eighth to one-fourth a cup of water, depending on the size of the plant. If you water indiscriminately, your plants will oblige you by dying indiscriminately. Cheerful thought!

Q. Does your discount apply if the members of our violet club draw up an order, all to be sent to one address? Mrs. T.M., Virginia.

A. Certainly does. See bottom of order blank.

Cordially,

"Russ"

RUSSWARD

Saintpaulia Growers

JONESBORO, ARKANSAS

Ship To _____ Date _____

Street or R.F.D. _____

Town and State_____

Amount Enclosed \$_____

If this order is being sent as a gift, please write your own name and address below since we would like to notify you of shipment.

Gift wrapping on request.

[illegible]

Cut Along Line

Collector's Discount: If your order totals \$10.00 or more, deduct 10%. If your order totals \$20.00 or more deduct 20%.

ARKANSAS CUSTOMERS: ADD 2% SALES TAX

PRICE LIST

Shipping Information—All plants 2¼ size or more. Shipped in paper pots to minimize set-back in transit. List price includes the cost of packing and mailing. All plants unconditionally guaranteed to arrive in good condition. If something is wrong about your order, please let us hear from you as soon as possible.

Please Note the Collector's discount on the order blank.

Amethyst—Pale lavender-pink flowers in profusion against dark, tapered foliage **\$1.00**

Azure Beauty — (1951 Introduction) — Beautiful double white with blue markings. Unquestionably the loveliest African Violet as yet produced. Foliage slick, semi-quilted, tapered **\$3.00**

Blue Butterfly—An old favorite. Pale blue flower with slender petals **\$1.25**

Blue Chard—Flat growth, elongated leaves, bright medium-blue flowers **\$1.50**

Blue Eyed Beauty—Large white blossom with blue marking on the flower. Remarkably profuse bloom. Rich green foliage **\$1.75**

Blue Girl—Dark blue flower with scalloped girl foliage **\$1.00**

Bronze Girl—Lavender bi-color flower, dark bronzy-green girl foliage **\$1.50**

Commodore—Dark foliage, dark, dark purple bloom **\$1.00**

Dark Red Head—For those who want a deep, rich, burgundy flower. Same as Red Head but darker **\$1.50**

Double Orchid Girl—The popular Orchid Girl with a double flower. Cute and fluffy. 1951 Introduction **\$3.00**

Double Neptune—The most popular of the dark doubles. Red-Purple. Opens big and lush. Sleek dark Neptune foliage **\$1.50**

Double Sailor Delight—Double Sailor Girl—pale blue double flower. One of the loveliest of the new doubles **\$3.00**

Double White—See Azure Beauty.

Gorgeous—Baxter's spooned variety. Needs good light to retain spooning characteristics. Red-lavender flower **\$1.75**

Gypsy Ann—Lovely pale blue. Dark green rippled foliage **\$1.50**

Helen Wilson—Beautiful variety originated by Tinari. Superior girl foliage with frilly double blue flowers **\$2.25**

Lacy Girl—This one falls in the supreme or amazon class. Leaves quite thick and heavy with ruffled edge. Very dark blue flowers of unusually large size \$2.25

Lancaster Red—We've included this again mainly because of it's outstanding color. Comes the closest to a true red of any we've seen. Profuse bloomer, slick, ovate leaves \$1.50

McFarland's Blue Warrior—Good and sturdy. Grows to phenomenal size. Medium dark blue flowers in profusion against ultra-dark ovate leaves \$1.75

Orchid Beauty—Red-lavender flower, medium green foliage \$1.00

Orchid Wonder—Light orchid, shading to burgundy. Excellent flat, slick foliage. Blooms are enormous \$1.50

Periwinkle—All-time favorite pale blue. Large husky dark green foliage \$1.25

Pink Delight—(1951) Exquisite iridescent silvery pink against dark, bronzy foliage, red-veined \$3.00

Pink Queen—Another Baxter variety. True pink, flowers of large size. Have had countless requests for this \$1.75

Purple Dawn—Solid bluish-purple. Very unusual color. Profuse bloomer, heavy foliage, red veining underneath \$3.00

Red King—Rich burgundy flowers, magnificent semi-quilted dark foliage \$1.50

Red Girl—Red to lavender flowers against the scalloped girl foliage \$1.25

Red Queen—Red-lavender. Handsome smooth leaves \$1.25

Red Velvet—Two-tone red shading to lighter red lower petals. Upper petals resemble red velvet. Heavy dark green foliage, veined red underneath (1951) \$3.00

Redland Ruffles—Redland sport. Dark tapered foliage of Ruffles \$1.25

Rose Marie—A true rose color. Foliage very dark. Leaves round. Introduced this past summer... \$3.00

Ruffles—Very pointed, dentate leaves. Bronzy green with red reverse. Flower is medium blue with elongated bottom petal \$1.50

Snow Prince—Loveliest of the pure whites. Immense flower. Rich green leaves, heart-shaped \$1.75

Star Sapphire—This is most unusual. Flower doesn't have the usual "violet" shape at all. Perfect five-pointed star. Medium blue \$2.25

Violet Beauty—An outstanding blue-violet. Must be seen to be appreciated \$1.50

White Girl—White flower with some blue markings. Scalloped girl foliage \$1.50
